



2019 STEM DAY AT THE IOWA STATE FAIR

Recap Report from the Iowa Governor's STEM Advisory Council
Sunday, August 18, 2019 9:00 a.m. to 7:00 p.m.



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Iowa Governor's STEM Advisory Council

Thank you for your support of the 2019 STEM Day at the Iowa State Fair on Sunday, August 18, 2019. Our goal with this event is to build on the work of the Iowa Governor's STEM Advisory Council and create interest and awareness in STEM and inspire Iowa's young people to become innovative, enterprising contributors to our future workforce.

GENERAL OVERVIEW

The Iowa State Fair had another record setting year with 1,170,375 visitors. STEM Day at the Fair was held on Sunday, August 18, the final day of the Iowa State Fair. Overall fair attendance on this day was 105,585. As many as 10,000 Iowans visited the interactive STEM zone on the Grand Concourse.

Thanks to our partnership with the Blue Ribbon Foundation and our Corporate Partners for the event, including Accumold, Collins Aerospace, ITC, Kemin, Principal and Vermeer, the eighth year of STEM Day at the Fair featured nearly 5,000 square feet of Iowa STEM on the Grand Concourse with 23 exhibitors and their hands-on activities.

The STEM Stage had steady attendance throughout the day, hosting exciting stage acts like Iowa County Conservation, Grout Museum, Iowa Public Television, Blank Park Zoo and the Science Center of Iowa. STEM Council Co-Chairs Governor Kim Reynolds and Accumold President and CEO Roger Hargens helped launch the I.O.W.A. STEM Teacher Award, calling for nominations for outstanding STEM teachers in Iowa. Jon Rubach, Senior Scientist of Animal Nutrition and Health for Kemin also spoke about Kemin's support of the award.

Approximately 5,000 "Greatness STEMs from Iowans" backpacks were passed out along with informational materials about the STEM Council that helped spread STEM across the fairgrounds. Approximately 200 youth participated in the STEM Day at the Fair Checklist, which encouraged participation in exhibits and attending stage acts.

This annual event—through coordination across several Iowa organizations, volunteers, vendors, Iowa State Fair staff and investments from our Corporate Partners—helps Iowa STEM further reach families to garner greater awareness and understanding, as well as help build a stronger STEM workforce for Iowa.

If you missed the event, you can still get a peek at the day by checking out our [photo spread on Facebook](#).



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EXHIBITORS



The **23 exhibiting organizations** listed below provided dozens of hands-on activities throughout the day, coordinating several teams or groups into one exhibit booth throughout the course of the day.

- Accumold
- ACE Mentor Program
- Catching STEAM
- Collins Aerospace
- Drake University
- FIRST
- IEEE Central Iowa Section
- Iowa Agriculture Literacy Foundation
- Iowa National Guard
- Iowa Public Television
- Iowa Water Game Jam
- Iowa Speedway
- ISU Engineering Community Outreach
- ITC Midwest
- Million Women Mentors
- Project Lead the Way
- Science Center of Iowa
- Sylvan Learning Centers of Iowa
- University of Iowa
- University of Northern Iowa
- Vermeer Corporation
- Wartburg College
- Waterloo Career Center

Post-Fair Survey Results showed:

- 100% of surveyed exhibitors rated their overall experience at STEM Day at the Iowa Fair as “Good” or “Excellent.”
- 100% of surveyed exhibitors said they would exhibit again at STEM Day at the Iowa State Fair.
- 100% of surveyed exhibitors said they felt “Informed” or “Very Informed” about exhibiting at STEM Day at the Iowa State Fair.

BEST THING ABOUT EXHIBITING

“Connecting with the diversity of Iowans to inspire STEM learning.”

“Loved watching the kids interact.”

“Seeing the joy on the kids faces.”

“Engaging young people to think about STEM. They get excited - it’s inspiring for them and the exhibitors!”

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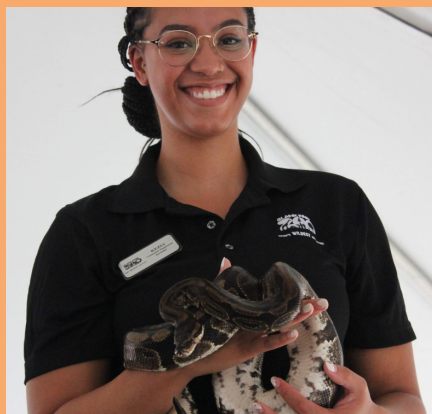
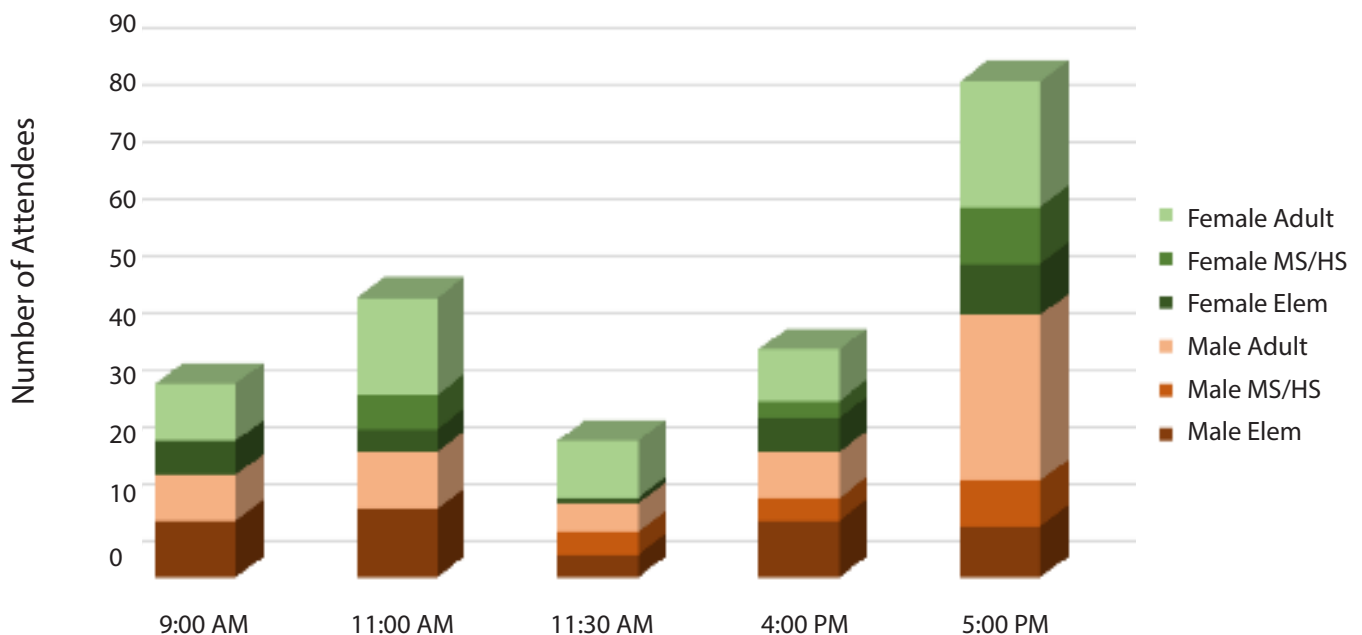
STAGE ACTS

The five stage acts listed below headlined the morning and afternoon of STEM Day at the Iowa Fair that drew in a total of 285 people, a slight decrease to the 2018 STEM Day at the Iowa State Fair stage act attendance rates possibly due to a wet morning.

- 9:00 a.m. — Iowa County Conservation — 34 attendees
- 10:00 a.m. — Grout Museum — 49 attendees
- 11:30 a.m. — Remarks by STEM Council Co-chairs — 75 attendees
- 4:00 p.m. — Blank Park Zoo — 40 attendees
- 5:00 p.m. — Science Center of Iowa — 87 attendees

Figure 1 below shows the results of a crowd survey completed by a regional STEM manager that breaks down the number of male and female attendees by age group.

FIGURE 1: Stage Act Attendance



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EXHIBITOR TENT ATTENDANCE



Team members were stationed throughout the STEM tent on the Grand Concourse and tallied the following numbers of attendance throughout the day. Figures 2 and 3 show fairgoer attendance rates and gender diversity.

FIGURE 2: Exhibitor Tent Attendance

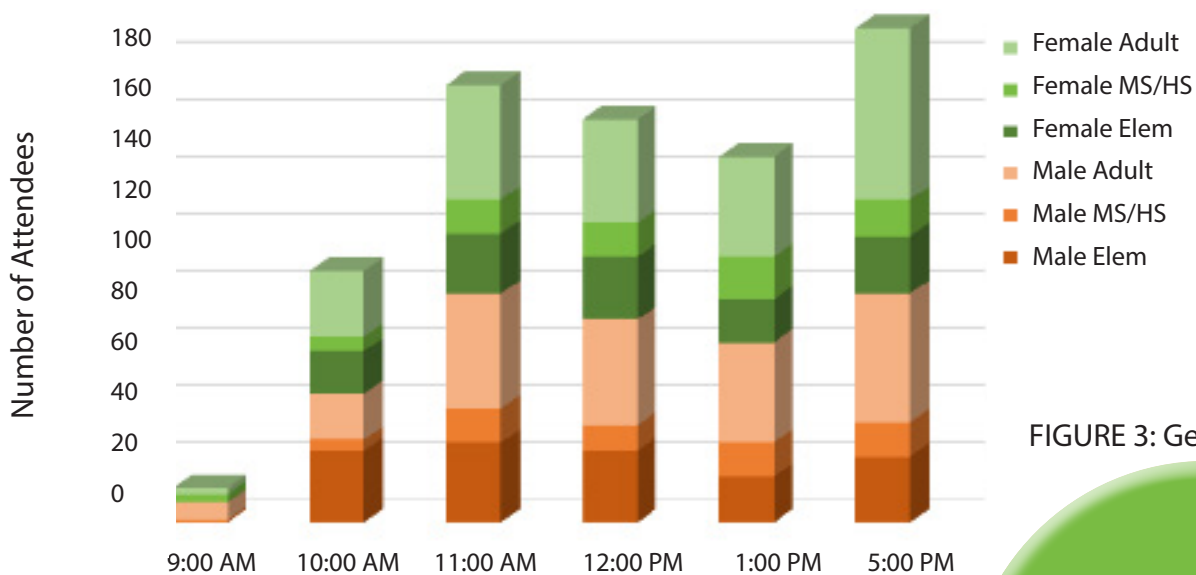
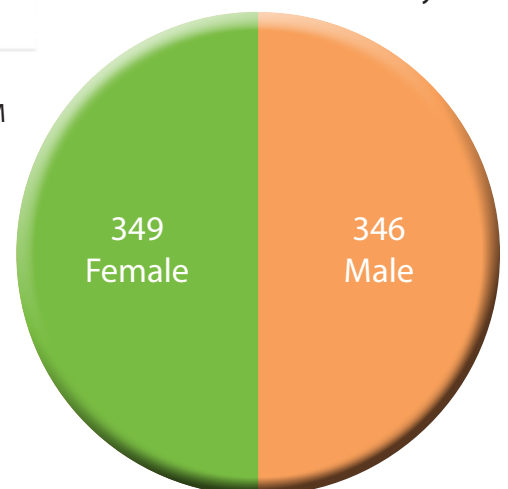


FIGURE 3: Gender Diversity



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PARENT SURVEYS

Team members surveyed parents about their experience at STEM Day at the Fair. Most parents rated STEM Day at the Fair with an average 9.18 rating and said STEM is important in their lives of their children with an average 9.8 rating.

FIGURE 4: How would you rate STEM Day at the Iowa State Fair?

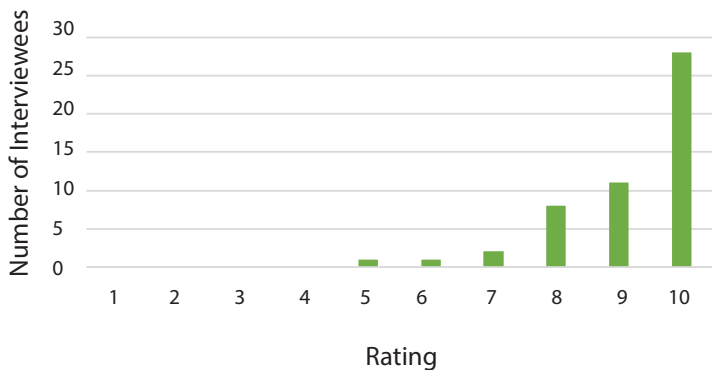
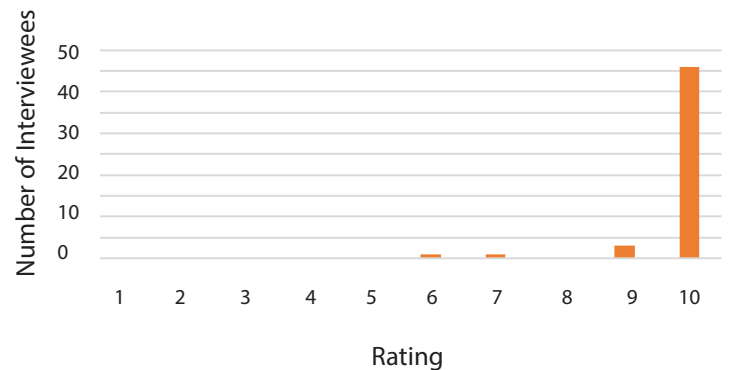


FIGURE 5: How important is STEM education for the child you brought with you today?



STUDENT SURVEYS

Team members surveyed students about their experience at STEM Day at the Fair. Most students rated STEM Day at the Fair with an average 9.43 rating and were more interested in STEM after participating in the event.

FIGURE 6: How would you rate STEM Day at the Iowa State Fair?

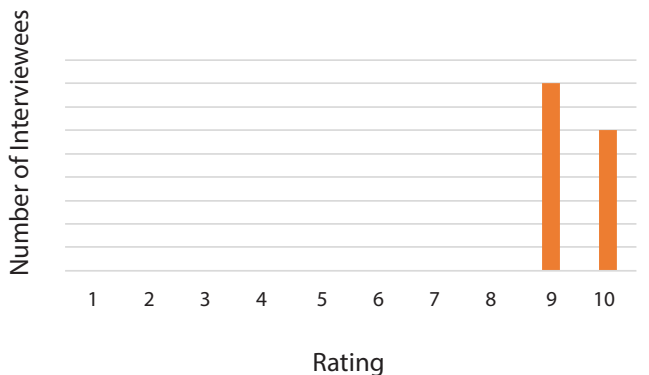
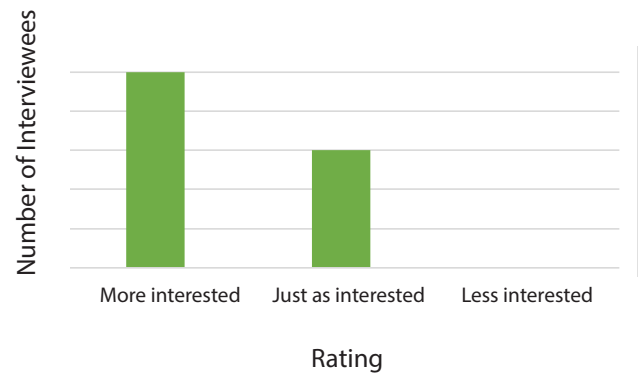


FIGURE 7: Thinking about your interest in STEM before today, how interested are you in STEM now?



37% of students surveyed were between the ages of 6 and 9 and 62% of students were between the ages of 10 and 13.

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MEDIA COVERAGE

(Story Title, Published Outlet)

[Iowa State Fair Through Sunday](#), Des Moines Register

[STEM Day at the Iowa State Fair](#), STAR 102.5 Radio

[STEM Day at the Fair](#), WOI TV

[Weather broadcast from STEM Day at the Fair](#), WHO TV

[STEM Day at the Fair Shows How Programs Influence Everything](#), WOI TV Online

**Total
Potential Reach:
902,060**

SOCIAL MEDIA (August 18, 2019)



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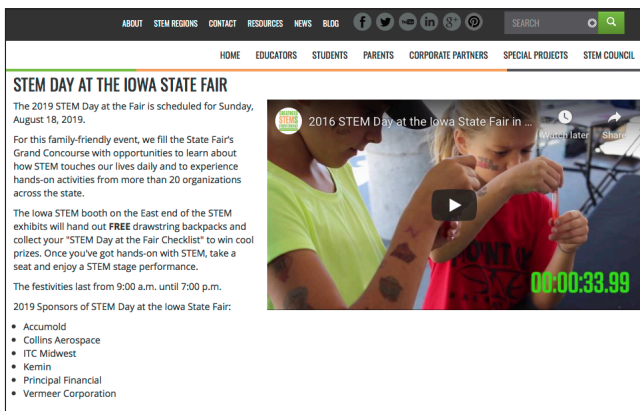
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SPONSORSHIP RECOGNITION

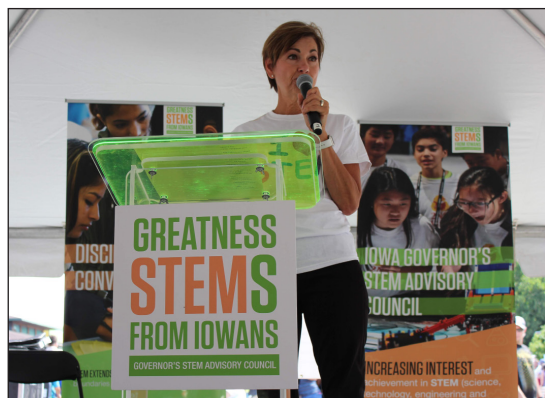
SPONSOR SIGNS



EVENT WEBPAGE LISTING



RECOGNITION DURING REMARKS



SOCIAL MEDIA



INCLUDED IN NEWSLETTER RECAP STORY

STEM Council Executive Director Jeff Weld kicked remarks off on the STEM stage. STEM Council Co-Chairs Governor Kim Reynolds and Accumold President and CEO Roger Hargens also spoke and announced the opening of the nomination period for the I.O.W.A. STEM Teacher Award offered by the STEM Council and Kemin Industries. Kemin Industries Senior Scientist Jon Rubach shared information about Kemin's involvement and how to nominate a teacher for the award.

The day was made possible through more than 300 dedicated volunteers and the 2019 STEM Day at the Fair sponsors, including Accumold, Collins Aerospace, ITC Midwest, Kemin, Principal Financial and Vermeer Corporation.

Check out our album on the STEM Council [Facebook](#) page to view photos from 2019 STEM Day at the Fair.

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FINAL COSTS

CATEGORIES	COSTS
Iowa State Fair (Sponsorship Fee and Exhibitors, Volunteers and Staff Admission and Parking)	\$15,122.00
Big Ten Rentals (Equipment Rental Companies)	\$6,926.87
Markey's (Technology Rental Company)	\$1,171.60
Signage, Printing, Shipping and Branded Materials	\$14,890.95
Strategic America Services	\$5,882.50
Operations Team (Staffing and Travel)	\$2,369.92
Supplies	\$722.60
SUBTOTAL	\$47,086.44

2019 Sponsors

